

**In the Specification**

Please amend the specification in the '100 patent as follows:

Column 2, lines 41-56:

FIGS. 1 and 2 show two views of advertising sign 10, comprising a hollow, rigid and translucent unitary molded plastic advertising member 102 of substantially triangular cross section lateral to the elongated direction. This unitary construction significantly reduces the intrusion of water, which is detrimental to the illumination system. Advertising member 102 possesses two triangular end faces 108, a base 107 [formed from a unitary and] in the form of a generally rectangular sheet of plastic material, and two elongated, substantially rectangular side surfaces 106 which are somewhat curved to improve aerodynamic characteristics, and to which side and end surfaces advertising messages may be affixed. The molded advertising member 102 also contains four integrally molded feet 110 each of which extends below the plane of the remaining central portion of the base 107, each molded foot 110 at a corresponding corner of the base 107. All edges of the molded advertising member are closed and rounded to improve aerodynamic and moisture resistance properties.

In re Reissue Patent Application  
for Patent No. 5,711,100  
**WILLIAM A. ELMER**  
Serial No. 10/098,648  
Filing Date: March 15, 2002

---

Column 2, line 57 - Column 3, line 9:

FIG. 1A illustrates a coated magnet assembly **126** removably affixed within a similarly-shaped, indented recess or receptacle **112** in each foot **110** via screw **128**, which possesses a beveled head **132** and is threaded into metal sleeve **114**. The sleeve **114** is set into a molded extension **113** through the base **107** and into the internal cavity of the advertising member **102**. A flexible sleeve **130** is interposed between each magnet assembly **126** and recess **112**; beveled head **132** and flexible sleeve **130** permit a nonrigid attachment of magnet assembly **126** in the corresponding recess or receptacle **112**, thus permitting the magnet assembly **126** to pivot slightly as needed to adjust for curvature of the vehicle's roof. Each magnet assembly **126** is coated with a scratch-resisting plastic material which extends across the bottom and over the edge of the assembly and is chosen to prevent both scratching of the vehicle's metallic surface and exposure of the metallic stand-off housing **134** (described below). A suitable scratch-resistant coating material is Plascoat PPA [571] 571 manufactured by Plastronics, Inc. A screw hole **127** in the coated magnet assembly **126** is recessed so that the head of screw **128** will not contact the roof of the vehicle.

Column 3, lines 33-45:

The advertising sign **10** is removably affixed to a metallic vehicle roof **180** in such a way that the advertising sign may be read from all directions, as shown in FIG. 3.

This is accomplished by placing the long axis of advertising sign **10** on the roof **180** parallel to the windshield of the vehicle. In this configuration, the slight curvature of the forward-facing side **106** substantially reduces wind resistance, and thus, the likelihood that the sign **10** will be blown from the automobile at elevated speeds. [One skilled in the art will appreciate that resistance to wind is also reduced because] [e]Each receptacle **112** is formed by the extension of the adjacent side **106** and the adjacent end **108** below the remaining central portion of the base **107** so as to surround the corresponding magnet assembly **126**. The dimension of the feet **110** insures that the curvature of the roof does not prevent the magnets from engaging the roof **180**. Alternately, the sign **10** may be placed longitudinally along the roof **180**.

Column 3, lines 10-18:

Magnet assembly **126** preferably comprises a coated [non-magnetic] metal housing **134** with lip **136**, which extends slightly beyond a corresponding magnet **138** to permit easier removal of advertising member **102** from the vehicle roof; that is, to define a space between the coated face of the magnet **138** and the roof, so that the force of the magnet may more easily be decoupled from the metal of the roof. As noted by the dotted lines in FIG. 1A, the magnet assembly **126** extends slightly below the bottom level of the foot **110**.